

A large, abstract graphic on the left side of the slide, composed of various shades of green and yellow triangles and polygons arranged in a complex, overlapping pattern.

Indonesia Travel3Sixty



Our New Magazine is Coming!



- 100% in Bahasa, on all Indonesia AirAsia Flights
- **1.5m** readers a month, distributed on AirAsia flights, and in hotels



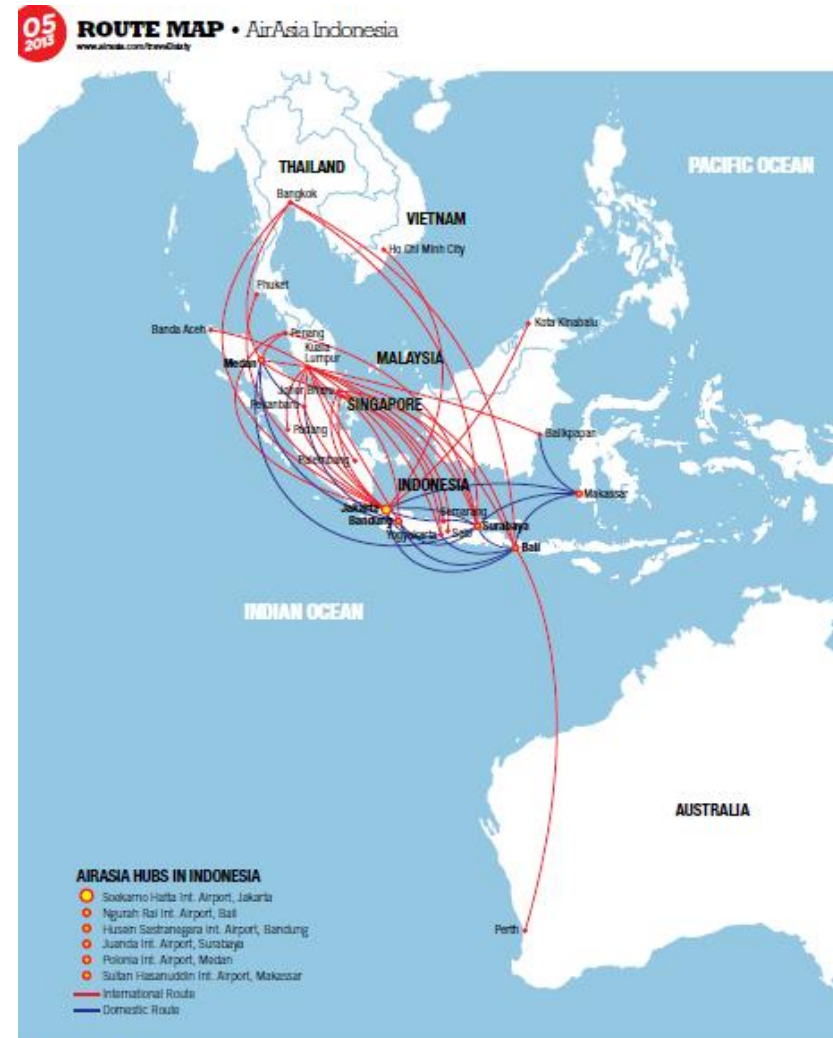


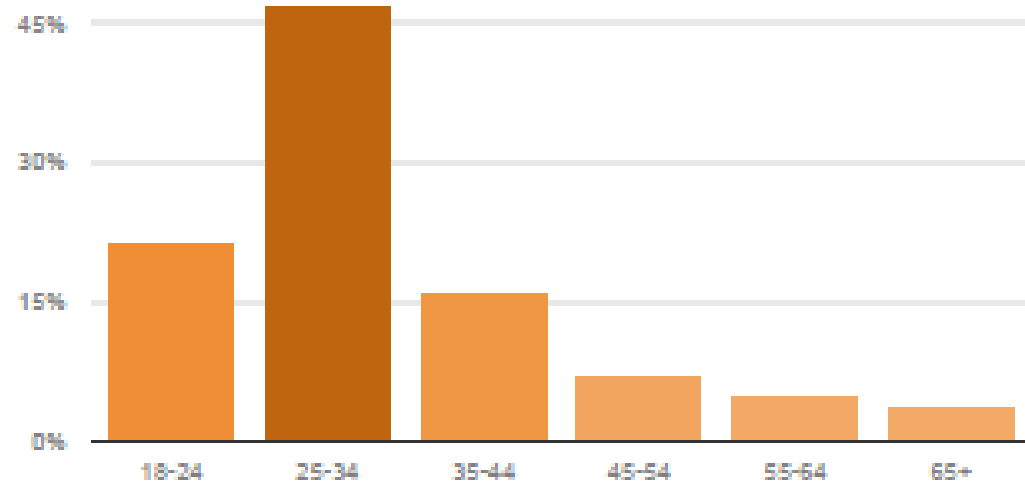
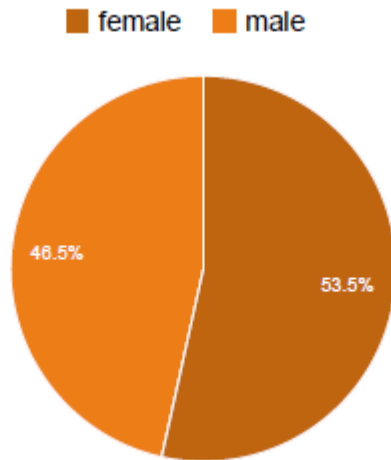
The Demographics

1. Indonesia AirAsia: Demographics



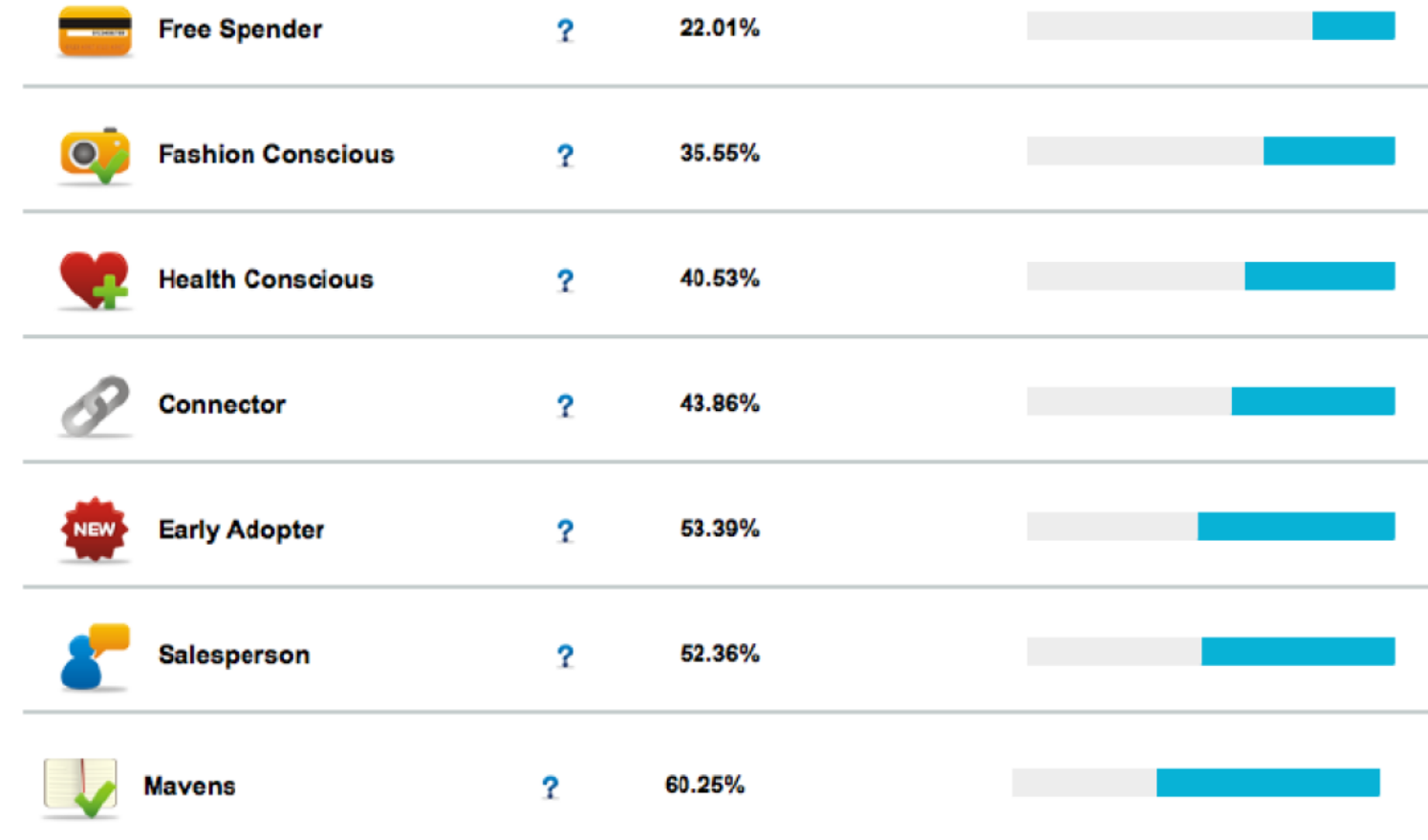
- 28 planes by end of 2013, x35 in 2014
- 10m passengers to be flown in 2013
- 24 destinations, and 15 within Indonesia
- 48% share of international travellers in Indonesia
- Growing domestic market share





From our polls T3Sixty readers
are: News Junkies/Avid
Readers, Music Lovers, Travel
Buff, TV Lovers, Technophiles

1. AirAsia Demographics



Magazine Guidelines



- Booking Deadline by 31st of month, 1 month prior to publication
- Artwork deadline 5th of the month prior to publication
- Artwork to be sent as PDF, minimum DPI 300
- Adverts preferably to Indonesian Bahasa
- Dimensions for FULL PAGE PRINT
 - Bleed: 220mm (W) x 285mm (H)
 - Trimmed: 210mm(W) x 275mm (H)
 - Text: 190mm (W) x 225mm (H)



Thank you

For more information, please call :
Doremindo Agency
(+62) 021 5436 1493, 021-9218 6375
(+62) 0813 9980 8066
Email : marketing@doremindo.com
www.doremindo.com
www.MajalahPesawat.com